

## ABSTRACT

A display device includes a display part made of a roll-up sheet-like direct-view display element; a take-up part attached on one end of the display part, the take-up part allowing the display part to be rolled up; a pulling part attached on the other end of the display part, the pulling part allowing the display part to be roll out; and a holding part for holding the display part from behind. The holding part is formed of linkage, which can be stored on the rear surface of the display part when the display part is rolled up, and can be stretched across the rear surface of the display part when the display part is rolled out. This enables the holding part to be stretched across the rear surface of the display part when the display part is spread out so as to prevent the display part from swaying, thereby maintaining excellent display.